GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2555
ANSWERED ON:04.12.2007
PERFORMANCE OF ALL INDIA RADIO
Channappa Shri Kunnur Manjunath

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has any system to know from the public about the performance of All India Radio vis-Ã -vis other FM channels;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a): All India Radio has a network of Audience Research Units located at 38 AIR Stations across the country. These Units collect the audience feedback on the programmes being mounted from various AIR Stations. Detailed comparative analysis of listenership data of AIR Stations including FM Channels vis-a-vis other private FM Channels are made and reports are submitted to the various stakeholders.

(b): The details of listenership data (2006-07) of AIR FM Station wise vis-a-vis private FM Channels across the country are given in Annexure.

(c): Does not arise.